

Types of Evaluation

This tip sheet will help you complete the Evaluation Purpose sections of the **Evaluation Plan** and help you implement Step 3 of the evaluation process.

Types of Program Evaluation

You can conduct different types of evaluations depending on:

-  the questions you are trying to answer,
-  how long the program has been in existence,
-  who is asking the question,
-  and how you will use the information.



Process Evaluation

Process evaluation examines your program activities, operations, implementation, quality, processes, and context. Evaluating your implementation helps you understand the what, how, and who of the program being implemented. This type of evaluation assesses if program activities are being carried out as intended, tracks adaptations, monitors implementation (e.g., reach, dose delivered), and helps you describe the context.

Process evaluation helps determine the causes for successful or poor performance. It will help:

- answer how well the program is doing what it set out to do
- strengthen your ability to report on your program and improve future activities
- provide an early warning for any problems that may occur
- monitor how well their program plans and activities are working
- improve the quality of implementation
- understand the relationship between program context and program processes

Example process evaluation questions:

- To what extent is the program being implemented as designed?
- To what extent is the program accessible and acceptable to its population of focus?
- How well is the program working?
- How can the program be improved?
- To what degree do program processes and implementation fit the program context?
- What are the barriers and facilitators to implementation of program activities?

Outcome Evaluation

Outcome evaluation determines whether your strategies and approaches are achieving the desired results. Outcome evaluation questions are designed to show the value or impact of the program.

Outcome evaluation examines the outcomes in the context of the program. For example:

- For whom does the program work and not work? Why?
- Do the types of outcomes achieved vary across subgroups? Why?
- When it does work, how does it work? When it doesn't work, why?
- What matters about how it is done, in order for it to work?
- What matters about the contexts into which it is introduced in order for it to work?

For more information about how to identify outcomes, download the **Identifying Outcomes** tip sheet.

Example outcome evaluation questions:

- What changes in ... occurred?
- How effective was the program in ...?
- To what extent did ... change for ...?
- To what extent did the program contribute to changes in ...?



Other Types of Evaluation

Policy Evaluation: This type of evaluation examines the content, implementation, or impact of a policy. For information about evaluating injury prevention policies, see NCIPC's Policy Evaluation Briefs

- <https://www.cdc.gov/injury/pdfs/policy/Brief%201-a.pdf> or the CDC Policy Office Page
- <https://www.cdc.gov/policy/analysis/process/docs/UsingEvaluationtoInformCDCsPolicyProcess.pdf>

Economic Evaluation: This type of evaluation identifies, measures, and compares the costs and consequences of different programs. For more information about economic evaluation, see

- <https://www.cdc.gov/policy/polaris/economics/index.html>
- https://www.cdc.gov/asthma/program_eval/asthmaprogramguide_mod6.pdf

Culturally Responsive Evaluation: This type of evaluation involves examining demographic, sociopolitical, and contextual dimensions, locations, perspectives, and other characteristics of a program. Resources exist to foster cultural competence in evaluation and culturally responsive evaluation:

- <https://www.equitableeval.org/resources-pushing-thinking>
- https://www.cdc.gov/dhds/dhds/docs/cultural_competence_guide.pdf

General Resources about Types of Evaluation

- <https://www.cdc.gov/std/Program/pupestd/Types%20of%20Evaluation.pdf>



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